

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

December 10, 2013

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

*Carol Massie, President, McDonald's Restaurants*

*Duke Gallagher, Treasurer, The Production Group*

*Elizabeth McDonald, Secretary, Los Angeles Film School*

*Fabio Conti, Fabiolus Cucina*

*Charles Eberly, The Eberly Company*

*Brian Folb, Paramount Contractors*

*Melissa Logan, Amoeba Music*

*Michael Pogorzelski, Academy of Motion Picture Arts and Sciences*

*Katie Seymour, Windsor Communities*

*Arthur Stroyman, Kilroy Realty Corp.*

**Absent**

*Kitty Gordillo, Hollywood Wilshire YMCA*

*Harout Markarian, Western Diocese of the Armenian Church*

*Fred Rosenthal, Ametron*

*Mike Smith, Broadreach Capital*

**Consultants**

*Sarah Besley, Executive Director*

*Kerry Morrison, Hollywood Property Owners Alliance*

*Joseph Mariani Jr., Hollywood Property Owners Alliance*

*Devin Strecker, Hollywood Property Owners Alliance*

**Members-elect**

*Chase Gordon, Avison Young*

*Elva Hernandez, Hudson Pacific Properties*

*Keith Ragadio, Robertson Properties Group*

**I. Call To Order**

President Carol Massie called the meeting to order at 4:14 p.m.

**II. Public Comment and Introductions**

Introductions were made around the room. There were no members of the public in attendance.

**III. Approval of Board Minutes**

**A. Minutes from November 12, 2013**

The board reviewed the minutes from the previous meeting.

**It was moved by Brian Folb, seconded by Chuck Eberly and CARRIED unanimously to approve the Minutes from the November 12, 2013 meeting.**

#### **IV. Treasurer's Report**

- A. **Approve Treasurer's report ending November 30, 2013:** Gallagher distributed a reconciliation report, cash flow statement, balance sheets, and a detailed delinquency report to the Board. According to the cash flow statement the BID is scheduled to have about \$76,182 remaining at the end of the year to rollover, with \$32,200 saved for beautification.

**It was moved by Mike Pogorzelski, seconded by Brian Folb and CARRIED to approve the Treasurer's Report ending November 30, 2013. The motion carried unanimously.**

#### **V. Committee & Program Reports**

##### **A. Security Committee**

1. **Crime trends report from LAPD Hollywood Captain Zarcone:** Captain Zarcone was unable to attend the meeting, so Mariani reported on the last Security Committee meeting. He stated the committee will be meeting again this Thursday at LA Film School.
2. **LAPD/Metro Video camera upgrade – next steps:** Mariani stated that the committee is still moving forward with plans to upgrade the video camera system. CHC's cost is \$11,000 for one camera, according to the estimate provided by Metro Video. The installation is expected to take about 4-6 weeks and there will be an opportunity to expand the system once it is in place. Additionally, Mariani is exploring the option of installing Ethernet lines to the BID security office and implementing a MESH network.

##### **B. Marketing & Communications**

1. **Report on planning efforts for Sunset & Dine 2014:** Strecker stated that the planning committee has already been meeting to discuss plans for the next event, including looking at alternate locations in case Academy Hollywood is not available.
2. **"Bernstein Gives Back" Holiday Drive:** Strecker was approached by one of the students at HBHS regarding their holiday toy drive, however he is still waiting for details.

##### **C. Streetscape & Planning Committee**

1. **Report from ad-hoc selection committee for the maintenance RFP:** Massie stated that the ad-hoc selection committee, comprised of Mark Echeverria, Carol Massie, Elizabeth McDonald and Don Mushin evaluated the proposals received and interviewed three finalists from the four companies that submitted proposals. Given the term (5 years) and extensive scope of the contract, the selection committee would like to ask the board to provide a 90-day extension to CleanStreet so they can continue their deliberations and ask additional questions to each of the final candidates.

**It was moved by Brian Folb, seconded by Katie Seymour and CARRIED to approve a 90-day agreement with CleanStreet to continue to provide cleaning and maintenance services while**

**the Ad Hoc Selection Committee continues to evaluate their options. The motion carried unanimously.**

2. **Status of Green Vine Project:** Besley stated that letters have been mailed by the city to all property owners within the project area –from Santa Monica to Sunset. As was described at last month’s meeting, the BID is partnering with the city of LA’s Bureau of Sanitation to plant 55 trees along Vine Street. Besley is hopeful that we will receive the trees in January and that planting will commence in February.

**D. Nominating Committee**

1. **Slate announcement:** Besley reported that the Nominating Committee, comprised of Mike Smith, Melissa Logan and Richard Falzone completed their selection process and announced the slate on November 15<sup>th</sup>. The slate includes existing board members: Fabio Conti, Charles Eberly, Kitty Gordillo, Elizabeth McDonald, Michael Pogorzelski, and Fred Rosenthal. And, board members-elect: Keith Ragadio, Chase Gordon and Elva Hernandez. If the slate remains uncontested the new board members will be elected at the February 11, 2014 meeting.

**VI. Staff Reports**

- A. **Presentation on “What we learned at IDA, NYC 2013”:** The presentation was tabled until January.

**VII. Next Meeting**

The next meeting is scheduled for January 14, 2014.

**VIII. Adjournment**

The meeting was adjourned at 4:48 p.m.